

## EXHIBIT P

**U.S. Patent No. 6,330,592**

Method, Memory, Product and Code for  
Displaying Pre-Customized Content  
Associated with Visitor Data

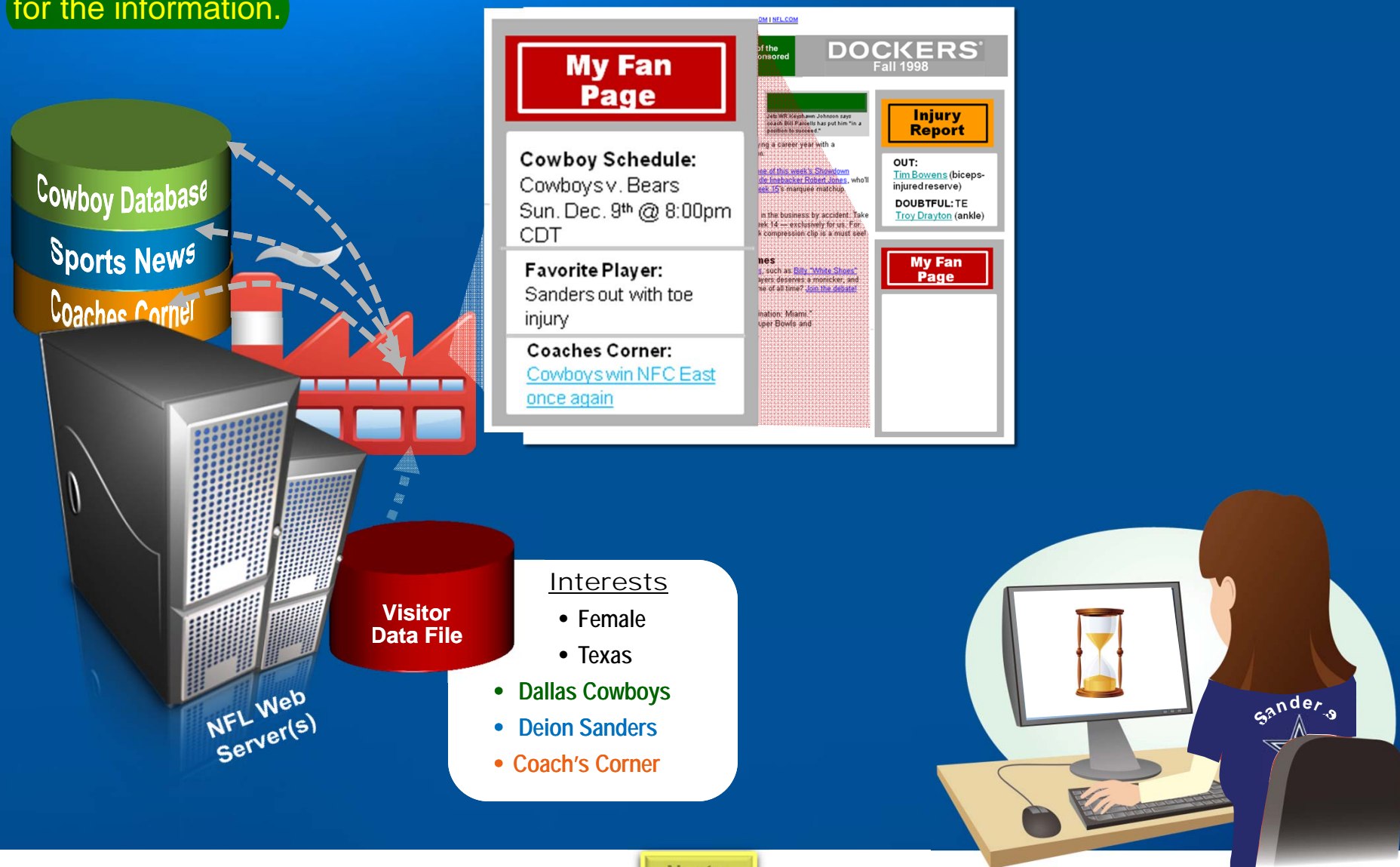
# Optimize Markman Tutorial

Next >

Optimize Technology Solutions, LLC,  
v. Staples, Inc., et al.

## Step 2: Provide Personalized Content

The **personalized** content is located based on visitor interests, and the customized web page is then **dynamically generated** and provided to the user. This happens “live” as the visitor waits for the information.



# The Solution: '592 Patent



**The '592 patent unobtrusively collects visitor information in a visitor profile...**



**Delivers web pages with predetermined content that appear to be personalized ("pre-customized web content").**

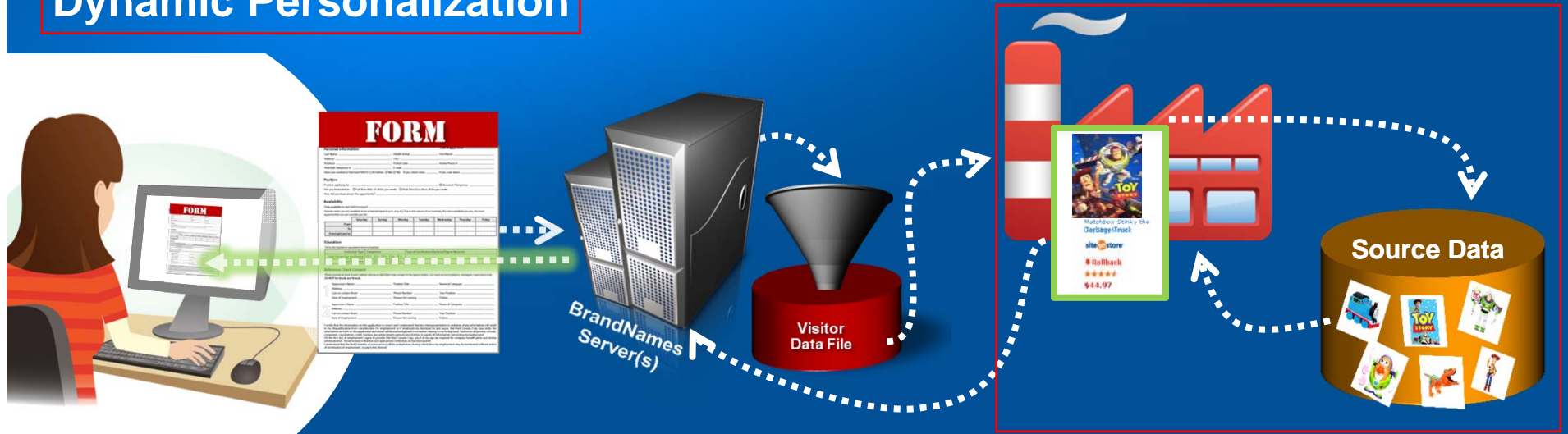


**Delivers the pre-customized web content quickly from a cache without having to resort to source data.**



# Summary

## Dynamic Personalization



## vs. Solution: '592 Patent

